

## **i-define - nine success strategies used to build a personal brand**

by Dawn Winder

### **1. Discover your strengths**

If you don't start Personal Branding by discovering key aspects about yourself it will be difficult to build a strong Brand. Your Brand is based on you, so start understanding the things you are naturally gifted at; your strengths, including your skills and past experiences.

### **2. Know your attributes**

Successful brands are authentic so it important you discover who you are before you can build your strong brand. Are your attributes communicating the real you? If you are enthusiastic, creative, sociable, forward thinking, and your Personal Brand is communicating attributes like temperamental and conventional, you are not being consistent.

### **3. Stand for something**

Your Personal Brand must stand for something that is true to you and has relevance in your target market. It will be something you believe in and that is based on your vision and the values you hold.

### **4. Identify your vision**

One trait of all successful Brands, Personal or Corporate, is that they all had, and have, vision. Vision is what gives you the focus to reach your goals. Your vision is what you see is possible for the world. It is bigger than you or your business.

### **5. Get feedback**

Ask yourself: "What are my personal brand attributes or qualities?"

We all have positive and negative attributes. Start getting feedback from people in your life. Listen to how people describe you. Are they using the same words? Build up your awareness.

### **6. Find your passions**

When you are starting out people are attracted to your passion. Find out what drives you and what is fuelling you. Don't hide your ideas and enthusiasm as these are a great asset.

### **7. Define your marketplace**

Management of a Brand takes a solid understanding of the marketplace and target audience. Strong Brands have a promise of value that is of benefit to their target audience; once you define the needs of your target market you can begin to focus on delivering that value at all times.

### **8. Take control**

Its time to take responsibility for your own actions instead of following the ideas and visions of others i.e. people in the media, parents, friends, family and peers. Start adding something fresh to your career and life. Gain a new perspective and get in touch with the real you.

### **9. Be distinctive**

Stand out from others in your marketplace by creating a brand that is unique to your market. This is the number-one way of having the leading edge over your competitors. Dare to be different - have an edge.

**By managing your brand in this way you will be able to stand out and be seen for your assets, reputation and expertise. People in your network will do the work of selling for you because they will want to be associated with a strong dynamic brand.**